

## INTISARI

Tujuan penelitian ini untuk mengetahui kepuasan penumpang sebagai mediasi pengaruh kualitas layanan dan harga terhadap loyalitas penumpang Citilink di Bandara Internasional Juanda. Obyek penelitian yaitu perusahaan maskapai penerbangan PT. Citilink Indonesia. Teknik pengambilan sampling yang digunakan adalah *probability sampling*. Data penelitian diambil berdasarkan kuesioner oleh 100 responden. Sedangkan teknik analisis yang digunakan adalah metode *path analysis*.

Dalam penelitian ini menunjukkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan penumpang. Harga berpengaruh positif dan signifikan terhadap kepuasan penumpang. Kepuasan penumpang berpengaruh signifikan terhadap loyalitas penumpang. Secara tidak langsung kualitas layanan berpengaruh signifikan dan positif terhadap kepuasan penumpang dan kepuasan penumpang berpengaruh positif terhadap loyalitas. Secara tidak langsung harga berpengaruh signifikan dan positif terhadap kepuasan penumpang dan kepuasan penumpang berpengaruh positif terhadap loyalitas. Kualitas layanan memiliki pengaruh signifikan dan positif terhadap loyalitas. Harga tidak berpengaruh langsung terhadap loyalitas.

Kata kunci : Kualitas layanan, harga, kepuasan penumpang dan loyalitas penumpang.

## **ABSTRACT**

This research is aimed to find out the customers satisfaction as the influence medium of service quality and price to the loyalty of Citilink customers at Juanda International airport. The research object is the airline company of PT. Citilink Indonesia. The sample collection technique has been conducted by using probability sampling. The research data has been taken by issuing questionnaires to 100 respondents. Meanwhile the analysis technique has been done by using path analysis method.

The result of the research shows that service quality has significant and positive influence to the customer satisfaction. Price has significant and positive influence to the customer satisfaction. Customer satisfaction has significant influence to the customer loyalty. Indirectly service quality has significant and positive influence to the customer satisfaction and customer satisfaction has positive influence to the loyalty. Indirectly price has significant and positive influence to the customer satisfaction and customer satisfaction has positive influence to the loyalty. Service quality has significant and positive influence to the loyalty. Price does not have any direct influence to the loyalty.

Keywords: Service quality, price, customer satisfaction, and customer loyalty.